

NEW JERSEY HISTORIC TRUST

REQUEST FOR PROPOSAL - DCA RFP #07-16-2013

HERITAGE TOURISM WORKSHOP – PRODUCT DEVELOPMENT

The New Jersey Historic Trust (hereinafter Trust) was created by State law in 1967 to provide financial support, protection and technical assistance to historic sites and organizations in New Jersey. The Trust is an agency of the State affiliated with the Department of Community Affairs, with offices located at 101 S. Broad Street, 6th floor, PO Box 457, Trenton, NJ 08625-0457.

Heritage Tourism is defined by the National Trust for Historic Preservation as traveling to experience the places and activities that authentically represent the stories and people of the past and includes historic, cultural and natural resources. The Trust seeks to foster the development of meaningful heritage tourism in New Jersey. As an introduction geared to non-profit organizations who steward historic sites, a three part workshop is being planned for the Fall of 2013. The first day of this three part series will provide the overview of heritage tourism, with specific emphasis on how to get ready for visitors and historic site assessment. Day 2, the subject of this RFP, will focus on developing substantive and meaningful tourism products. Day 3 will be focused on marketing and working with tourism partners.

Preliminary estimates (*The Economic & Fiscal Impacts of Heritage Tourism in New Jersey, Tourism Economics, July 2013*) indicate that heritage tourism contributes \$2.8 billion to the New Jersey economy, including \$1.5 billion in labor income, supporting nearly 38,000 total jobs. National studies show that heritage tourists tend to stay longer and spend more money per trip than non-heritage tourists.

The Historic Trust seeks a professional consultant (consultant firm and/or team) to develop and implement a day long workshop that will assist historic sites in developing tourism products that will re-engage existing patrons and cultivate new audiences. The successful consultant (team) shall demonstrate a minimum of ten years of experience working with non-profit organizations that steward historic sites. Expertise in audience assessment, interpretive programming, tour development, and public education at historic sites is mandatory and should be fully documented in the proposal. Consultant should be familiar with the State's Heritage Tourism Masterplan, with particular focus on context study and the six interpretive themes. Consultant should also demonstrate knowledge in current technology-based media. Preparation of easily reproducible/assembled handouts and course materials should be incorporated into this fee based proposal. Good writing and public speaking/communication skills are essential.

The date and location of the workshop is still to be determined but consultant should plan for late October/early November and to be centrally located within the state. The workshop would likely be a full-day session from 9 am to 4 pm. The Trust estimates that the cost to develop this workshop to be \$2,500 - \$3,000. While it is expected that the consultant will develop handouts and other materials for the workshop participants, the Trust will incur the reproduction costs.

Proposals should be submitted to the attention of Dorothy P. Guzzo, Executive Director, New Jersey Historic Trust. Proposals should include a profile of your firm with curriculum vitae of principal staff and any team member. Cost should be submitted in a lump sum and be inclusive of all research, classroom materials/handouts preparation, travel and anticipated out-of-pocket expenses.

Successful consultant will be expected to;

- register as a New Jersey Business.
- have a current NJ affirmative action certificate (*or provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain one*)

Also, please review the attached State of New Jersey General Terms and Conditions, sign the attached bid form, and return the signed bid form with your proposal.

All proposals are due in the Office of the New Jersey Historic Trust by 5 pm on Tuesday, August 6, 2013. All proposals will be date stamped as they are received.

Our delivery address for packages via messenger service, FED EX and/or other delivery service is:

New Jersey Historic Trust
Department of Community Affairs Building
101 S. Broad Street, Room 604
Trenton, NJ 08608

Our delivery address for United States postal service:

New Jersey Historic Trust
Department of Community Affairs
PO Box 457
Trenton, New Jersey 08625

For more information, contact:

New Jersey Historic Trust – (609) 984-0473 / www.njht.org / njht@dca.state.nj.us